

Sun Safety & Sunscreen in Schools: Implementation Basics to Best Practices



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Preventing Skin Cancer by Building Momentum: Getting the Ball Rolling

- **Premise that participants are already familiar with the importance of reducing exposure to UV radiation (Grand Rounds great background resource)** <http://www.cdc.gov/cdcgrandrounds/archives/2015/april2015.htm>
- **One person can make a difference: sun-seeker to survivor then advocate!** 
- **Start with ONE step, one action—may differ but fundamentally the same**
- **Educate, Empower, Protect**
- **Let's jump right in!**

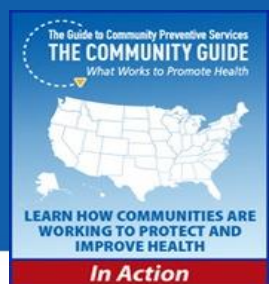


Where does one start?

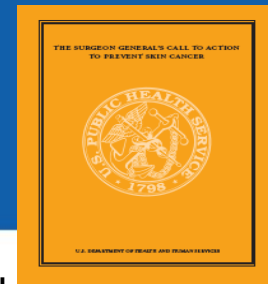
A quick intake

- Who are you: are you a state health department? foundation? private advocate? A parent? Your status can determine limitations & access to resources
- Take stock: what resources already exist in your area? Active skin cancer prevention presence? Or novel information?
- List likely advocates, potential partners (it may be a year before you reach out to them) i.e. schools, parks & rec, Red Cross, pro sports teams (MLB, NHL...have cancer events)
- Based on the above, identify audience most likely to impact (schools/students? outdoor workers?)
- Premise today: k-8 schools





What did we do? Open timeline



- Adopted a curriculum (EPA SunWise), wrote a physical education module, vetted with our Department of Education (not necessary unless you plan to pass a school mandate) = created resources like mazes, **tip sheets (great for newsletters, question format)** & we post everything online as a hub
- You can create simple resources for your target audience (1-pagers work best)
- Mailed fabulous letters to our state's 170 school superintendents: fell flat (lists of schools, districts available online). Superintendents are busy folks
- Picked ourselves up and started one school at a time: give a great 10-minute presentation and word will spread, requests for your talks will spread (soundbites)
- Talks evolved to become interactive hour-long school student assemblies but you can create a powerpoint if it's more comfortable for you (must be fun, use simple words and create a visual picture: describing the sun and UV, shadow rule).
- Evaluate: ask people for feedback informally or through a 1-page anon survey: what did you like or learn? Revamp if needed & prepare for hecklers (Tierra del Fuego, Vitamin D)
- Not comfortable speaking before a crowd? Create an online powerpoint and email the link
- Today, **you** have the Community Guide and Surgeon General's Call to Action to Prevent Skin Cancer as your roadmaps!!

Arizona's School Sun Safety Mandate



- Within a year, 650 or half of Arizona schools were voluntarily using our program & resources
- **Arizona: first state to mandate sun safety education: August 2005**
 - Affects 707,329 students in 1100 k-8 public and charter schools
 - Forged partnerships with ~250 organizations including, summer camps, zoos, libraries, arts programs, after-school & aquatics programs, Albinism, adaptive
 - Customer service is KEY. Even if you can't provide requests today, you MUST email or vmail the person and tell them when you can get their request met
 - Poster & Video contests: <https://www.youtube.com/watch?v=g7zjMcWC1CA>
 - Speak at existing conferences: Phys Ed teachers, school nurses, public health organizations, Earth Day, Dia de Los Ninos, Solar Science Center Day (old/new)
 - Email and appreciate contacts: every person who contacts us receives our 1-page tip sheet and 3-bullet resource page with annual contest timelines & resources
 - Keep expanding, talk to people in elevators...Capitol
 - Led to requirement for the state's 2488 licensed childcare providers



Goals: Reach & Protect Kids, Educators and Reduce Ultraviolet Exposure

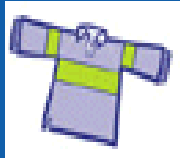
➔ Why kids? Why schools?

- Kids outdoors during peak UV
- Spend @180 hours outdoors annually
- k-8 most receptive: great age to develop sustainable, life-long habits (thanks researchers and Australia)
- Policies easier for schools to enforce at this age
- Evaluations show most improvement in ability to demonstrate harmful effects of the sun
- Age-Appropriate:
 - k-2 animal-theme
 - 3-5 super-hero theme
 - 4/5-8 grossology science theme



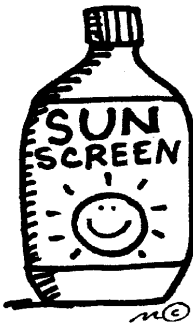
Precautions & Sun Safety Messages You Should Include

- ✈ **Cover up with clothing: avoid sunburns and suntans**
- ✈ **Use broad-spectrum sunscreen and lip balm (optional) with a Sun Protection Factor (SPF) of 15+ every day**
- ✈ **Wear a wide-brimmed hat versus a visor**
- ✈ **Wear sunglasses to reduce cataracts, prevent burns**
- ✈ **Seek shade: tree, umbrella, awning, indoors**
- ✈ **Limit midday exposure (10 a.m. to 4 p.m.)**
- ✈ **Check the UV Index: next-day forecast of sun's intensity**
- ✈ **Avoid sun lamps and tanning booths: Brazil, etc, bans**



Sunscreen: how do I impart sunscreen education into my school?

- ✈ Ask educators to include “sunscreen” on back-to-school item list
- ✈ Purchase or ask PTO to provide gallon-jug of sunscreen to place in school cafeteria for students to “opt in” (level access)
- ✈ Frame sunscreen as a sun protection method that kids ages 3+ can self-apply (animal virtual application)
- ✈ Provide school a sun safety policy that includes sunscreen
- ✈ Utilize a sunscreen consent form if needed (licensure)
- ✈ Video soon to be released (www.azdhs.gov/empower)



Sunscreen Consent Form

Name of Facility:

Name of Child:

Date:

As the parent/legal guardian of the child listed above, I give my permission for the facility staff to apply sunscreen to my child prior to outdoor play according to the criteria below.

I further understand that sunscreen will be applied to exposed skin, including, but not limited to the face, ears, nose, shoulders, arms, and legs.

☐ Staff may apply _____ (name of sunscreen) to my child as described above.

☐ I have consulted with my child's physician, and do not know of any allergies or allergic reactions my child may have to _____ (name of sunscreen).

☐ I have provided sunscreen for my child, to be applied as described above by the staff. I have labeled the bottle with my child's first and last name.

☐ NO. For medical reasons, do not apply sunscreen to my child for any reason.

☐ I have checked all applicable information regarding the type and use of sunscreen for my child.

Parent or Guardian's Printed Name:

Parent or Guardian's Signature:

Date:

Ingredients for facility-provided sunscreen (optional):

Additional information regarding this sunscreen is available at this website:

Sample Consent Form



Arizona Sunscreen/Sun Safety Childcare Rules

- **R9-5-501.C.9 (centers), R9-3-401.C.6 (homes)**
- Childcare Staff:
- Does the following when a parent permits or asks a staff member to apply personal products on an enrolled child, such as petroleum jelly, diaper rash ointments, sun screen or sun block preparations, toothpaste, and baby diapering preparations:
 - a. Obtains the enrolled child's personal products from the enrolled child's parent or, if the licensee provides the personal products for use by the enrolled child, obtains written approval for use of the products from the enrolled child's parent;
 - b. Labels the personal products with the enrolled child's name; and
 - c. Keeps the personal products inaccessible to enrolled children;



Additional Childcare Rules regarding Shaded Play

- R9-5-603.H (sites) R9-3-502.A.4 (homes)
- A licensee shall provide a shaded area for each enrolled child occupying an outdoor activity area at any time of day.



Policy: Sample Template, Can Be Expanded

A sample sun safety policy for schools:

Introduction: _____ is committed to protecting the health and safety of students and staff while providing and encouraging appropriate physical activities and opportunities. Students and staff spend a significant amount of time in the sun during school hours and before and after school in recreation and sports programs. Local weather and environmental conditions are often at intensities that may result in negative health consequences, so our school recommends students and staff utilize the following protective measures:

Rationale: Too much sun can be dangerous. Overexposure to the sun's ultraviolet rays seriously threatens human health. Besides the immediate effect of sunburn, exposure to excess UV (ultraviolet radiation) can cause a potentially fatal skin cancer, immune system suppression, premature aging and cataracts. Children are especially susceptible to harmful ultraviolet radiation and childhood exposure is a primary indicator for developing skin cancer later in life. About 1 in 5 Arizonans will likely develop skin cancer during their lifetime. Skin cancer is preventable. Educating children about sun protection is crucial to reducing skin cancer in our state.

Policy & Guidelines: The following precautions will be taken for all outdoor activity and physical activity including but not limited to: recess, physical education classes, field trips, club meetings, after-school and before-school activities, athletic practices and competitions. Students and staff are encouraged to protect skin with sunscreen SPF 15+, lip balm, hats, sunglasses, clothing, shade, and to limit exposure during peak midday UV.

Attribution: Following the recommendation of the Centers for Disease Control & Prevention, the Guide to Community Preventive Services, the Office of the US Surgeon General, the National Association of State Boards of Education, American Academy of Dermatology and the American Academy of Pediatrics, we hereby create this policy as of September 27, 2015.



Two Sample Policies



➤ Sample Policy No. 1:

➤ Introduction:

- The (name of facility) is committed to protecting the health and safety of students and staff. While we like to provide opportunities for outdoor physical activity, we also want to make it sun-safe. Well-defined research has documented a multitude of negative health conditions from overexposure to the sun.

➤ Policy:

- The (name of facility) agrees to follow the precautions below for all outdoor activities:
- Staff will follow the age-specific recommendations, as described (in Table 1 under the Sun Safety Standard, when planning outdoor activities).
- Staff is encouraged to protect the children's and their own skin with:
 - Sunscreen, lip balm, hats, light clothing and shade.
 - Limiting exposure during peak UV times, from 10 a.m. to 4 p.m.
 - Regularly checking the UV Index to monitor the intensity of the sun's rays and plan for outdoor activities accordingly. Visit the National Weather Service to see your UV Index. Information on sun safety (in English and Spanish) will be available to the families at least once per year.

Sample Policy No. 2

Sample Policy No. 2

We at (name of facility) are committed to our children's health and protecting children from the sun's rays during outdoor activities. In keeping with this philosophy, our facility will:

Ask the child's family to apply sunscreen prior to arriving at child care facility.

Ask the child's family to provide a hat, sunglasses, and/or long sleeve clothing for their child that staff will put on the child when outdoors.

Check with the child's family before applying sunscreen.

Provide shade during outdoor activities.

Protect children and staff by limiting outdoor activities that would involve direct sun exposure to skin between the hours of 10 a.m. and 4 p.m., when the UV rays are at the highest level by utilizing indoor activity areas, shaded outdoor areas, covered ramadas, umbrellas and by protecting skin with clothing, hats, sunscreen/lipbalm

Regularly check the UV Index for the intensity of the sun's rays and plan for outdoor activities guidelines in the Empower guide book on protecting infants, toddlers and older children from harmful sun rays. (see guide book)

Key word: "Sample." Feel free to "tweak the formatting to make even more specific to address your site's needs. For example, perhaps you provide sunscreen already or have an annual "hat day." Include this in your policy!

Skin Cancer Prevention is a Serious Public Health Concern!

U.S. Surgeon General's *Call to Action to Prevent Skin Cancer*

- Individuals: prevent the harmful effects of sun exposure, including sunburn, skin cancer, premature skin aging, and eye damage through intervention/behavioral changes
- Clinician's role: inform, educate patients of risks and protective behaviors
- Communities & School Interventions: create policies that address skin cancer prevention vary across the country
- Outdoor Work Settings, Policies & Interventions: incorporate policies that encourage sun safety in the workplace by educating employees
- State & Local Policies, Legislation & Interventions: make the healthy choice of being sun safe the easy or default choice
- Federal Policies, Legislation & Interventions: extend state activities to the federal level.



Conclusions: Lessons in Skin Cancer Prevention

- Measure processes and outcomes of your skin cancer prevention efforts
- Use evaluation data and policy tools in a coordinated way
- Sun-safety policies can be effective at different levels
 - One school, one district, one city, one county, one tribe
- Target groups at high risk, groups you have the resources to impact such as children, for focused prevention efforts
- Partner widely outside of the public health and healthcare sectors
- Communicate with others working on sun safety
- And remember, “No, just means ‘not right now.’”
- THANK YOU FOR YOUR TIME, ADVOCACY & TO MRF FOR THIS EMPOWERING SYMPOSIUM! sharon.mckenna@cox.net 602.881.6483





What's the Best Sunscreen?

The one you'll use!

- Sunscreens often contain alcohol, fragrances and ingredients included for cosmetic reasons--ease of application, not sun protection
- Still crave the "look" of a tan? Temporary skin bronzer & mist-on spray tanning change skin color without UV; avoid sunbathing, sun beds
- Sunscreen, not sunblock
- Water resistant, not waterproof
- Class-action lawsuit
- Thick plastic, not promotional



Sunscreen: Make it a daily habit!

- What is Sun Protection Factor (SPF)?
- Must apply 10 minutes before exposure to UV and reapply every 2 ½ hours, sooner if engaged in water play, if perspiring or after toweling off
- How much sunscreen do you need?
- Types of sunscreen: lotion, spray, stick, powder, available in cosmetics and moisturizers (shake)
- Must say “broad spectrum protection” (UV-A & UV-B) although UV-A protection very minimal
- Which SPF? SPF “15” blocks 93.75% of UV-B; SPF 32 blocks 96% of UV-B
- Most protective ingredients: Zinc Oxide, Titanium Dioxide, Octinoxate. Check order of ingredients (zinc & titanium now micronized)
- Oxybenzone, retinal palmitate & EWG
- Sunscreen expires
- Optional: back testing/erythema



Office